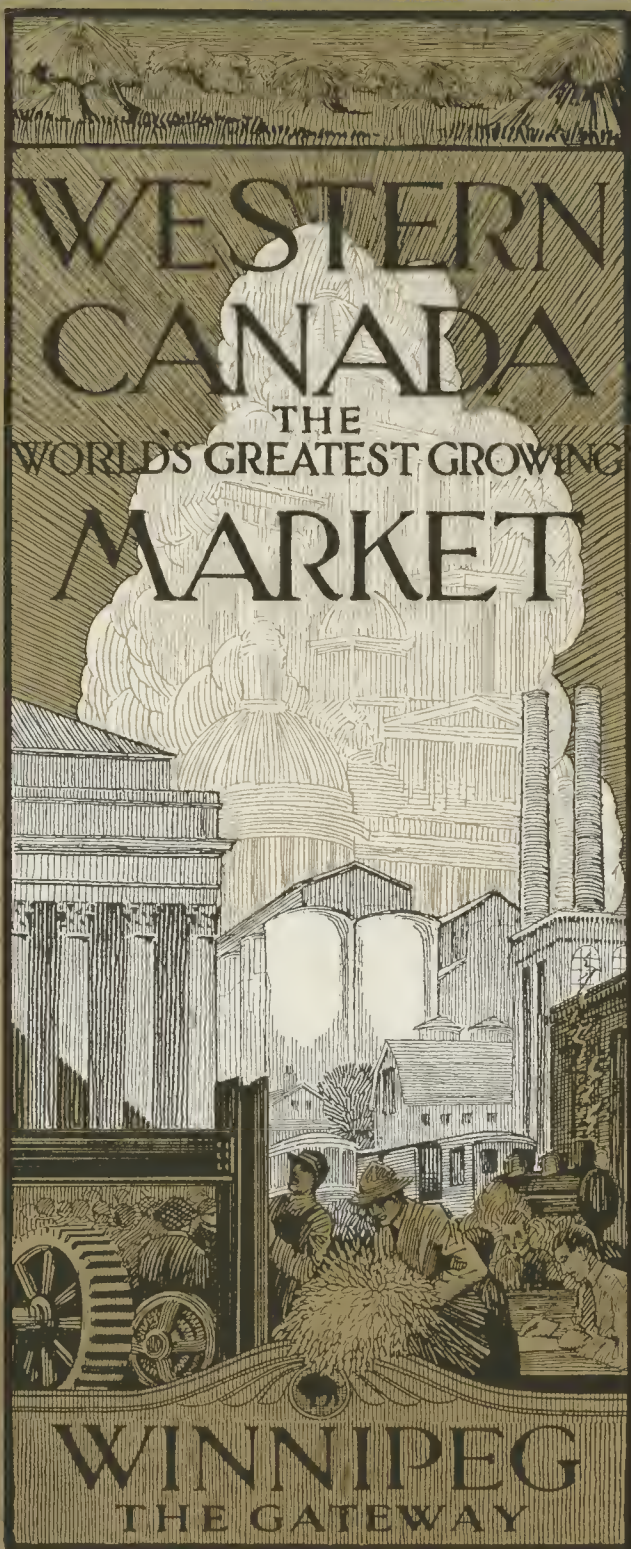


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The Great Western Markets of Canada

It has become somewhat a trite thing to speak of the Prairie Provinces of Canada as "the world's last West," and of Winnipeg as its "Gateway City." But it is true! With the possible exception of Siberia, the Canadian West is the greatest extended agricultural territory in the north temperate zone. Winnipeg, by virtue of its unique geographical situation, is the Gateway to the West, and the natural outlet for the products of this vast inland empire.

No one at all familiar with Canada will dispute the magnitude of nature's endowment to the Canadian West, nor will those familiar with the Canadian people and the resources at their command belittle the trade possibilities in such a market.

The Canadian West is the greatest growing market in the world. So long as Americans can sell out their farms and come to Canada and purchase farms of equal area at one-third or one-quarter the price, the rush of immigration must go on.

As yet the American and Canadian middle Wests may be compared to two immense tanks connected by unobstructed channels—the one nine-tenths full, and the other as yet nine-tenths empty.

To manufacturers, merchants and distributors with foresight, this folder presents some facts about the great Western markets of Canada and the City of Winnipeg. No attempt has been made to treat the subject fully. More detailed reports will be gladly furnished upon application to the Winnipeg Board of Trade.

WINNIPEG DOMINATES WESTERN CANADA

Western Canada—An Empire in Itself

Canada has one-third the area of the British Empire, and is as large as 30 United Kingdoms and 18 Germanies; 18 times the size of France, 33 of Italy. It is larger in area than the United States, including Alaska, by 111,992 square miles, yet Canada's population is only 8,835,102.

The population of the Prairie Provinces of Canada, Manitoba, Saskatchewan, Alberta and British Columbia totals 2,679,363, distributed as follows:

POPULATION		POPULATION PER SQUARE MILE	
Manitoba.....	618,903	Manitoba.....	2.45
Saskatchewan.....	754,090	Saskatchewan.....	2.66
Alberta.....	587,770	Alberta.....	1.96
British Columbia.....	718,600	British Columbia.....	2.01

AREA OF FOUR WESTERN PROVINCES

Manitoba.....	161,172,298 acres
Saskatchewan.....	161,088,000 "
Alberta.....	163,382,400 "
British Columbia.....	227,747,200 "

There are 18,860 miles of railroads in the West. 4,168 miles in Manitoba; 6,172 miles in Saskatchewan; 4,273 miles in Alberta, and 4,247 in British Columbia.

There are 754 towns with railroad connections. There are 770 post offices in Manitoba; 1,490 in Saskatchewan; 1,150 in Alberta.

Manitoba has 49,855 farms; Saskatchewan has 103,912; Alberta, 67,603.

Saskatchewan alone grows 56 per cent. of all Canadian wheat. Less than 14 per cent. of available agricultural lands in the West (225,000,000 acres) is cultivated.

Western Canada is a new and wealthy market, offering the Manufacturer opportunities such as will never occur again on this continent.

The Home of an Active, Progressive, Ambitious People

Of the male population of Western Canada, 18 to 45 years of age, Canadian born predominate in Manitoba and Saskatchewan. Alberta and British Columbia are intermixed with British and foreign born, according to the following table:

	Manitoba	Saskatchewan	Alberta	Brit. Columbia
Canadian born.....	40.62%	38.51%	30.46%	26.23%
British born.....	32.43%	24.46%	26.00%	34.57%
Foreign born.....	26.95%	37.03%	43.54%	39.20%

There are 1,000 males to every 886 females in the Western Provinces.

64.31% of the total population of the West is rural; 35.69% is urban. Urban and rural population of provinces, according to 1916 census, is as follows:

	Manitoba	Saskatchewan	Alberta	Brit. Columbia
Rural.....	56.47%	72.79%	61.99%	64.31%
Urban.....	43.53%	27.21%	38.01%	35.69%

88.98% of the population over five years of age in Western Canada can read and write.

The Roman Catholic religion predominates with 39.31% of the population. Presbyterian next with

15.48%. Methodists, 14.98%. Anglican, 14.47%. Baptists, 5.31%. Lutheran, 3.19%. Greek Church, 1.23%, and Jews, 1.03%.

The people of the Western Provinces own 117,955 automobiles, distributed as follows:

Manitoba.....	33,896	Saskatchewan.....	54,754
Alberta.....	34,362	British Columbia.....	19,050

The birth rate, by provinces, per 1,000 population, is as follows:

Manitoba	Saskatchewan	Alberta	British Columbia
29.43	17.76	23.52	14.88

Death rate per 1,000:			
12.03	5.54	9.69	9.32

There are 1,525 bank branches in Western Canada, or nearly one-third of Canada's total.

Western Canada is the World's Greatest Growing Market, settled by an Active, Progressive, Ambitious People, Determined to make the world look to Canada.

Enough Coal in One Province to Last a Thousand Years

The resources of the West are as yet barely touched. Canada contains the chief forest reserve of the British Empire. In the vast forests of the far Western Provinces, thousands of acres of timber represent an asset of incalculable benefit to this country.

British Columbia fisheries produce more than \$29,000,000 worth of fish per annum. The Prairie Provinces, whose fisheries are yet but sparsely developed, produce \$2,500,000 yearly.

The Province of Alberta has enough coal to last 1,000 years at the present consumption. Western Canada's total coal resources are 1,193,774,342,000 metric tons.

The Western Provinces, Manitoba, Saskatchewan, Alberta and British Columbia, are equal in size to all the North Atlantic States of the United States, all the South Atlantic States, South Central States and States of North Dakota and Delaware (31 States), or nearly equal to all of the North Central and South Atlantic States, Illinois and Indiana (23 States).

Manitoba alone is equal in size to North Dakota, South Dakota, Missouri and Indiana, with 232 square miles to spare. Or it is nearly equal to Ohio, Indiana, Illinois, Michigan, Wisconsin and New Jersey.

Saskatchewan is equal in size to Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, New Jersey, Pennsylvania, Indiana and Wisconsin. North Dakota, South Dakota, Illinois, New York and Rhode Island could be contained in Saskatchewan with the exception of 18 square miles.

Alberta is equal in size to Minnesota, South Dakota, Kansas, Vermont and Massachusetts, with 355 square miles to spare; or it is equal to all of the North Atlantic States (9), Massachusetts, Delaware, Rhode Island, with 429 square miles to spare.

British Columbia is nearly equal in size to all of the South Atlantic States (9), Kansas and Connecticut. Illinois, Michigan, Wisconsin, Minnesota, Iowa and Arkansas could be included in British Columbia with 255 square miles to spare.



Giant Business Structures Rapidly Crowd Out Dwellings as Winnipeg Expands

More Facts about the West

There are 137 cold storage warehouses in the Prairie Provinces, with a total refrigerator space of 24,768,794 cubic feet.

Manitoba imports twice as much as Saskatchewan and Alberta combined.

Manitoba has 164 municipalities.

The total area of field crops in Western Canada is: Manitoba, 4,837,660 acres; Saskatchewan, 14,678,042 acres; Alberta, 6,692,616 acres; British Columbia, 250,016 acres.

In 1919 Manitoba had 60,798 telephones; Saskatchewan, 43,657; Alberta, 37,662, and British Columbia, 47,448. There are 176,508 miles of telephone lines in Manitoba; 186,115 miles in Saskatchewan; 152,878 in Alberta, and 152,069 in British Columbia.

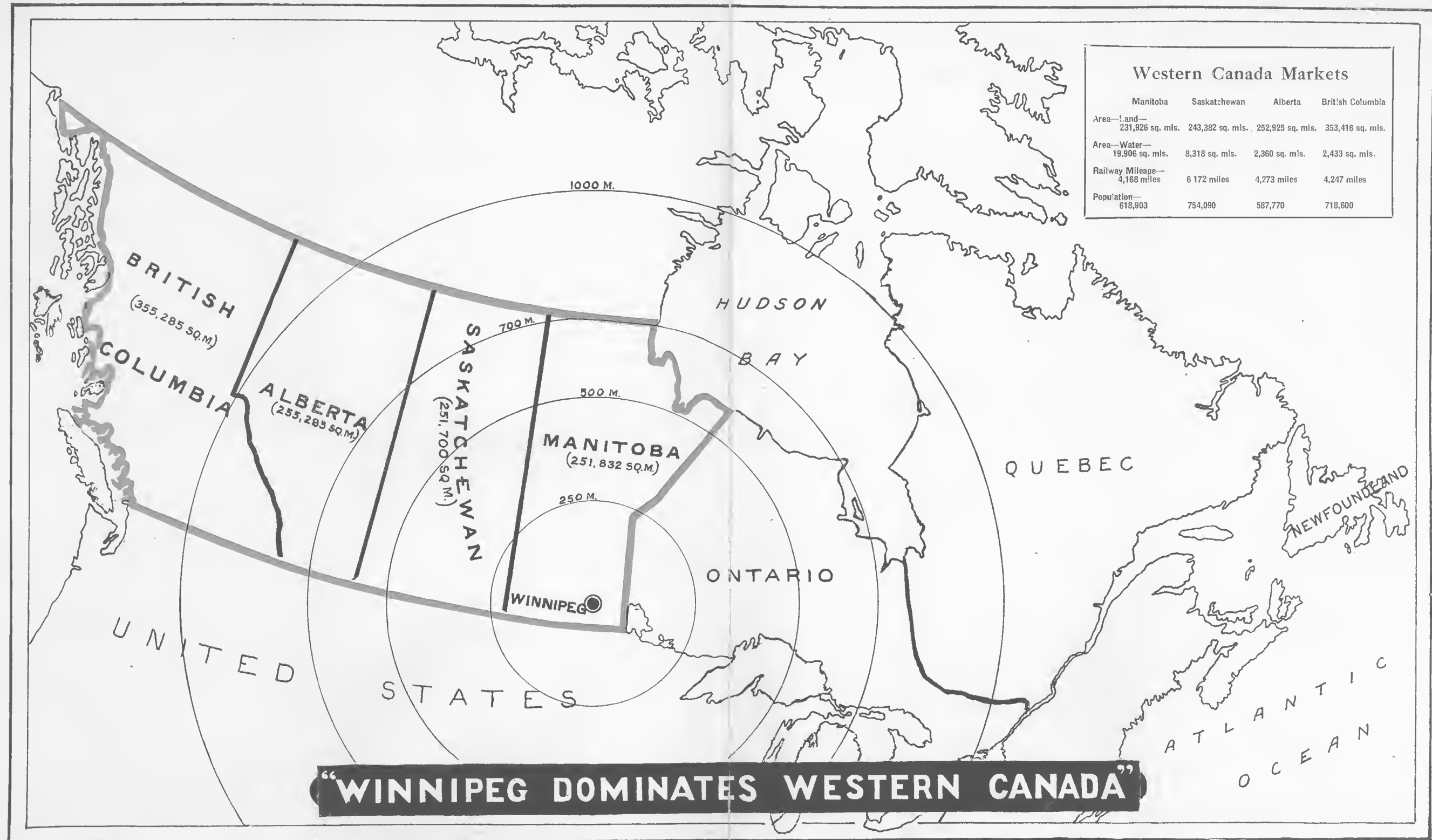
There are 16,083 money-order offices in the Western Provinces.

The population of the Prairie Provinces increased 305 per cent. in 15 years.

There are 50,000 farmers in Manitoba—home of the world's standard wheat.

Don't expect your goods to sell themselves to Canadians. Set your business down in the heart of things—at WINNIPEG. Consolidate a position in the West.

WINNIPEG DOMINATES WESTERN CANADA



Winnipeg

"Pulse of Western Canada"

Winnipeg, the Gateway to the Canadian West, is Canada's third city. Her population is 272,000; area, 15,287 acres.

Winnipeg is the second largest grain market in the world, the greatest transportation centre in Canada, and one of the greatest on the American continent.

Geographical situation gives Winnipeg a domination over the entire field of Western Canada—the logical distributing centre for all goods coming from the ports and factories of the East.

Winnipeg has practically at her doors more than 500,000 continuous 24-hour hydro-electric horse-power for manufacturing purposes. Abundance of raw materials, and trackage and industrial sites not equalled by any other Canadian city.

There are more industrial workers in Winnipeg than in the whole of Saskatchewan, Alberta and Prince Edward Island combined, or more than in the cities of St. John, Halifax, Calgary and Edmonton combined.

Winnipeg's industrial pay-roll is five times that of the whole of Saskatchewan, and twice that of Alberta.

The value of Winnipeg's industrial output is eight times larger than the entire industrial production of Saskatchewan, or three times that of Alberta. It is equivalent to the combined output of Quebec, St. John and Halifax.

59% of Winnipeg's population is between the ages of 15 and 44 years.

There are 8,000 mechanics in Winnipeg; 3,000 commercial travellers. 7,205 people are employed in the three largest Department stores. 6 leading hotels employ more than 1,000 people.

674 acres of parks; 120 miles of boulevards; well-kept streets and beautiful residential districts are features of Winnipeg's attraction as a home city.

The manufacture of food products, farm implements, milling, dairy products, are among the leading industries of the City.

Winnipeg wants manufacturers of Soaps, Farm Machinery, Boots and Shoes, Paper, Phonographs, Toilet Articles, Chemicals, Drugs, Foodstuffs, Flax and Jute Goods, Furniture, Building Material, Hardware Specialties, Stoves, Ranges, Furnaces, etc.

ASK FOR BOOKLET WANTED

Please check in the square below, indicating number of booklet or information desired. Write name and address, tear off and mail to Board of Trade, Winnipeg, Canada.

- | | |
|---|--|
| 1. More Facts About Population. | 7. Booklet on Winnipeg's Power Facilities. |
| 2. More Facts About Nationalities of Peoples. | 8. Folder, "Winnipeg Water Works, a World's Wonder." |
| 3. More Facts About Transportation. | 9. Booklet, "Where Dreams Come True"—Facts about Winnipeg. |
| 4. Business Opportunities in the West. | 10. Booklet, "Canada West." |
| 5. Business Opportunities in Winnipeg. | 11. "Ten Things You Should Know About Winnipeg." |
| 6. Business Directory of Winnipeg. | 12. "Guide to Winnipeg." |

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